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(310) 286-2795

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Name: Mail Stop AMENDMENT
Art Unit 3622/Examiner John Young

Firm: U.S. Patent & Trademark Office

Fax No.: 703-872-9306

Subject: U.S. Patent Application No. 09/605,695

Steven Michael Schein

Filed: June 28, 2000

INTELLIGENT MEDIA TARGETING SYSTEM AND
METHOD

Attorney Docket No. 108.0003-00000

Customer No. 22882

Confirmation No.: 6334

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PATENT
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In re Application of:)
Steven Michael Schein)
Serial No.: 09/605,695)
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For: INTELLIGENT MEDIA TARGETING)
SYSTEM AND METHOD)

Confirmation No.: 6334

Group Art Unit: 3622

Examiner: John Young

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

REPLY TO COMMUNICATION

In reply to the Communication dated January 12, 2005, Applicant resubmits the claim amendments section only, as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 8 of this paper.